

ABSTRACT OF THE DISCLOSURE

A method of progressively advancing an internet customer, as well as any type of retail customer in a retail setting, through a series of customer interest level stages towards a highest stage is disclosed. The ultimate highest stage typically is represented by the purchase or acquisitions of goods or services from the internet website provider or retail provider.

- 5 Initially, the method includes generating a website of interest accessible by one or more internet customers and then within that website, providing an initial webpage of interest for the internet customer. The first webpage includes a display of segregated content representing a choice of multiple stages of progressively higher interest level found on a separate webpage of interest associated with each stage of higher interest level, where the initial webpage includes a link to each webpage of interest. Next, the method provides for directing the internet customer to a customer selected stage of higher interest level via the link to the associated webpage of interest found on the initial webpage. The associated webpage typically includes content satisfying the internet customer's higher interest level at 10 the next stage. In the retail setting, the customer would be directed from one area of the store to another or actually be able to view on a computer system or other self directed search system levels of interest similar to that described with respect to the webpages of interest. This would allow both types of consumers to achieve an ultimate goal, which is to make a 15 purchase or selection from goods or services offered by the location of commerce.

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